

Table 7.30-- HAWAII VISITORS & CONVENTION BUREAU INCOME AND EXPENDITURES: 1994 TO 1998

[In dollars. Years ended June 30]

Year	Income					Expenditures
	Total	State appropriations 1/	Private subscriptions	Advertising co-op 2/	Other 3/	
1994	24,795,443	22,638,211	2,056,916	(NA)	100,316	24,848,553
1995	31,834,278	25,450,629	2,159,198	3,997,378	227,073	34,728,853
1996	32,806,193	23,000,000	1,931,298	7,751,664	123,231	30,140,658
1997	49,834,793	34,550,000	2,168,905	13,016,147	99,741	49,530,885
1998	35,808,190	29,150,000	2,478,190	4,000,000	180,000	(NA)

NA Not available.

1/ Net after refunds (if any) to the state.

2/ Cash or in-kind contributions from the private sector to match state funding for generic advertising that promotes the Hawaiian Islands as a preferred visitor destination. Not included as a separate category prior to fiscal year 1995.

3/ May include income from Federal grants, mainland promotional programs, literature sales, convention servicing, and interest.

Source: KPMG Peat Marwick LLP, *Hawaii Visitors Bureau, Financial Statements and Schedules* (annual); *Hawaii Visitors & Convention Bureau, Financial Statements and Schedules June 30, 1995 to 1997*. and records.